



SALON TEAM TRAINING

FOR ELITE SALON AND SPA PROFESSIONALS

Introduction

A consultation should be a service in its own right. Designed in a way that;

Sets a salon/spa apart from other businesses in the area

Helps clients achieve the results they want

Establishes the credibility of the professional as being likeable, trustworthy and the EXPERT.

The consultation should WOW clients, setting the salon/spa apart from the “NICE” in the industry.

It is the consultation that makes or breaks the client's experience.

Get this part of the clients visit right, use the information the client shares to deliver the service the client needs, and rebooking, homecare and referrals will skyrocket.

The most successful salon and spa professionals consult to position themselves with clients as a friend, advisor and consultant. Someone they like, trust and see as the expert.

In this lesson you will learn;

- The Most Crucial Step in your Client's Journey
- Designing Questions
- Active Listening and Watching

The Most Crucial Step in your Client's Journey

1

1. To be able to help clients you must know precisely what the client wants, needs or desires
2. The purpose of a consultation is to discover what the client dislikes, hates about their skin/hair/body/nails, the client's pain point
3. Services and homecare have been designed to treat, fix, offer a solution to a specific problem
4. Asking the right questions allows professionals to have a clear understanding of what the client wants, their pain
5. Never assume that a client wants to improve something, a salon/spa may offer a solution to a problem but if the client doesn't care, no pain, they will not book or follow the advice.
6. Use questions to find out what does bother the client, what is their pain

The Consultation Service is a combination of;

Questioning

Listening and watching

Understanding the client's wants V's needs

Diagnose/analysis

Educating to assist clients

Designing the clients service

Review your Consultation

Research by a leading supplier found;

93% of clients questioned said they had NEVER had a consultation in a salon.

When the supplier asked salon staff do you do a consultation, 97% said YES!

POTENTIAL only 4% of salon staff are getting the consultation right, or 93% of consultations are so weak that clients don't even realise they've had one!

Designing Questions

2

1. When creating questions, it's important to select words and phrases with power depending on the client's personality.
2. A question can be either open or closed, so it's vital to pick the right one.
3. Open questions, get more information, which can include feelings or attitudes, whereas closed questions only provide a precise answer, often a Yes or No.
4. Closed Questions Usually Start With; Can – Did – Will – Have – Do – Are - Is
5. Only use closed questions when you need a precise answer
6. Open Questions Usually Start With; How – Why – What – When – Where - Who
7. Before asking a question, encourage clients to share more by adding an opener; I'm curious to know more - Tell me more - Describe to me - Please tell me about - Please explain to me - Give me an idea - Please describe - Help me understand – I'm interested to know - Please elaborate

Describe to me how you want your hair to look and feel?

Tell me what you like and dislike about your hair?

Give me an idea of what you want to achieve for your skin from the treatment?

Help me understand how the back-condition effects your life?

Question 1 – Get direction

What's the most important result you want to achieve today?

What do you want to get from this first visit?

Question 2 – Discover the client's current situation, problem or need (PAIN)

Help me understand the biggest challenge you're currently facing with your [skin/hair/nails/back]?

When you're at home, what difficulties are you tracking when styling/caring for your [hair/skin/nails/back]?

Tell me about what you like and what frustrates you about your [hair/skin/nails/back]?

If I could change or improve anything about your [hair/skin/nails/back] what do you want me to change?

Question 3 – Find out how does that effect and impact the client

How does that affect you, how do you feel about it?

What impact does that have on you?

How does that make you feel?

What happens when you have a [breakout/back pain], how do you feel about it?

What happens when you struggle to style your hair? Or What happens when you struggle with your skin? What happens when your back is painful?

Question 4 – Pinpoint difficulties and past/present services or homecare they've used to solve the problem

What's prevented you from reducing the back pain? What have you tried before?

In the past, what care plan have you tried?

What do you know about how you can change the condition?

In an ideal world, what results do you want to achieve, and what's stopped you in the past from achieving that?

What have you tried to solve the problem?

Question 5 – Paint a picture of a better future

X skin condition is something I've worked with other clients, just like you to improve. In your mind, what would help you to solve these issues?

Mrs Jones, you're not alone. I've worked with other people in the same situation. How could you see us working together to solve the problem?

As I see it, you could do nothing, and the condition continues, or we could work together to change the situation with a plan of action. What sort of results are you looking for?

I've found X condition is a common cause of distress for other clients, can you tell me, how serious are about improving the condition?

How would putting a [hair/skin/nail/back] care plan together solve the problem?

Idea's for Questions

If I could wave a magic wand and change anything about your body, what would you want?

How *open-minded are you to changing your look?

*Most people like to think they're open-minded, this question can help start a conversation regarding change.

Describe to me how you want your hair to make you feel?

Describe to me what look you want to achieve with me today and tell me about your longterm goal for this year?

Suppose we work together to improve your skin, what would be the ultimate goal you want?

If we don't improve the health of your hair then it is going to break, how open-minded are you about following my advice to save your hair?

If you don't look after your back then you are at risk of more serious back pain, is this something you want to prevent? (carefully placed closed question).

What would it be like if you took no action and the condition continued or got worse, and how would that make you feel?

I don't know if this is for you, but what would you think about highlighting your eyes with a subtle change to your colour?

I'd like to understand what you hate about your hair? What do you need from your hair? And if we could plan long term what would make you love your hair?

What do you do currently to slow the ageing process on your hands?

Can you tell me what do you know about how your hair grows, it's positioning?

If I could show you a way to improve your [skin/hair/body], would you be interested in looking at it?

Where would you like to be with your [hair/skin/body] in 6 months?

How do you feel about that?

What are you trying to [reduce wrinkles/protect your hair] right now, and how is that working out?

The Info Client Consultation

The Info Client has little interest in emotions or feels, avoid asking emotional questions like; Describe to me how you want your hair to make you feel? These clients like steps, the process of doing something, they are logical thinkers.

Opener - I'm curious to know more - Tell me more - Describe to me - Please tell me about - Please explain to me - Give me an idea - Please describe - Help me understand – I'm interested to know - Please elaborate

Closed Questions - Can – Did – Will – Have – Do – Are – Is

Open Questions - How – Why – What – When – Where - Who

*Suggested words

arrangement	bearing	circumstances	condition
form	habit	location	manner
placement	site	situation	stand
state	steps	spot	routine
consistent	sensible	plan	action
order	rational	reasonable	thought – thought process

Design Consultation Questions

Step 1 – Select an opener	Step 2 – Select an open or closed question (carefully)	Step 3 – Consider what words or phrases you can use that have impact, influence or a buzz (power) words
Describe to me	what	steps you're using to improve the condition and how that process has been working?
Bearing in mind, we're only starting a plan today	what	would your thought process be of putting an action plan in place to move forward with the [skin/back/hair] condition?

The Outcome Client Consultation

The Outcome Client has less interest in emotions or feels, like; Describe to me how you want your hair to make you feel? These clients want results, objectives they are no-nonsense, fast action thinkers. They can be openly sceptical and blunt; confidence is vital.

Opener - I'm curious to know more - Tell me more - Describe to me - Please tell me about - Please explain to me - Give me an idea - Please describe - Help me understand – I'm interested to know - Please elaborate

Closed Questions - Can – Did – Will – Have – Do – Are – Is

Open Questions - How – Why – What – When – Where - Who

*Suggested words

activity	performance	objective	accomplishment
effect	quick	groundbreaking	amazing
impact	immediate	innovative	now
end result	goals	task at hand	you
upshot	success	achieve	value
confidence	can-do	urgent	do

Design Consultation Questions

Step 1 – Select an opener	Step 2 – Select an open or closed question (carefully)	Step 3 – Consider what words or phrases you can use that have impact, influence or a buzz (power) words
Describe to me now	how	the back pain has impacted your day to day performance at work?
Please help me understand	what's	the end goal you want now for your [skin/back/hair] condition?

The Pleasure Client Consultation

The Pleasure Client has more interest in the senses (imagination), emotions or feels, asking emotional questions like; Describe to me how you want your hair to make you feel? These clients like steps, the process of doing something, they are logical thinkers.

Opener - I'm curious to know more - Tell me more - Describe to me - Please tell me about - Please explain to me - Give me an idea - Please describe - Help me understand – I'm interested to know - Please elaborate

Closed Questions - Can – Did – Will – Have – Do – Are – Is

Open Questions - How – Why – What – When – Where - Who

*Suggested words

Imagine	design	visualise	exciting
vision	together	picture	irresistible
see	image	think	bold
show	future	dream	you
hear	concept	believe	enthusiastic
create	idea	feel	stories

Design Consultation Questions

Step 1 – Select an opener	Step 2 – Select an open or closed question (carefully)	Step 3 – Consider what words or phrases you can use that have impact, influence or a buzz (power) words
Describe to me	what	your vision is for your [hair/skin/body/nails]
I'm interested to know	how	you feel about the image of your skin now and what vision you have for the future

The Friendship Client Consultation

The friendship Client has little interest in emotions or feels, avoid asking emotional questions like; Describe to me how you want your hair to make you feel? These clients like steps, the process of doing something, they are logical thinkers.

Opener - I'm curious to know more - Tell me more - Describe to me - Please tell me about - Please explain to me - Give me an idea - Please describe - Help me understand – I'm interested to know - Please elaborate

Closed Questions - Can – Did – Will – Have – Do – Are – Is

Open Questions - How – Why – What – When – Where - Who

*Suggested words

simple	us	made easy	trust
easy	together	effortless	unique
comfortable	support	smooth	relax
straightforward	no problem	protect	calm
you	safe	genuine	careful
we	feel	care	steady

Design Consultation Questions

Step 1 – Select an opener	Step 2 – Select an open or closed question (carefully)	Step 3 – Consider what words or phrases you can use that have impact, influence or a buzz (power) words
I'm interested to know	how	you feel we can protect your [skin/hair/body/nails]?
I'm curious to know about	what	you've used to improve the skin and how comfortable you felt with knowing what to select?

*The suggested words for each personality type are to give you an idea of how you consult with different people in a way that they like. Talking about "feelings" with Info and Outcome is less effective because they won't like this style; they want steps and results whereas the Pleasure and Friendship clients love to explore the vision, emotions and to feel you genuinely care. Having a consultation form (paper or on a tablet) for each personality would be helpful.

Info Client

Question 1 – Get Direct

Question 2 – Discover the client's current situation, problem or need (PAIN)

Question 3 – Find out how does that effect and impact the client

Question 4 – Pinpoint difficulties and past/present services or homecare they've used to solve the problem

Question 5 – Paint a picture of a better future

Outcome Client

Question 1 – Get Direct

Question 2 – Discover the client's current situation, problem or need (PAIN)

Question 3 – Find out how does that effect and impact the client

Question 4 – Pinpoint difficulties and past/present services or homecare they've used to solve the problem

Question 5 – Paint a picture of a better future

Pleasure Client

Question 1 – Get Direct

Question 2 – Discover the client's current situation, problem or need (PAIN)

Question 3 – Find out how does that effect and impact the client

Question 4 – Pinpoint difficulties and past/present services or homecare they've used to solve the problem

Question 5 – Paint a picture of a better future

Friendship Client

Question 1 – Get Direct

Question 2 – Discover the client's current situation, problem or need (PAIN)

Question 3 – Find out how does that effect and impact the client

Question 4 – Pinpoint difficulties and past/present services or homecare they've used to solve the problem

Question 5 – Paint a picture of a better future

Active Listening and Watching

Bad Habits

3

1. Interrupting when the other person is talking
2. Finishing people sentences, assuming we know what they are going to say
3. Speaking at the same time as the other person
4. Thinking (internal conversation) of other issues or jobs rather than focusing 100% on the person talking
5. Doing other jobs rather than focusing on the person who is speaking

Listen and watch carefully

6. Listening is a skill that can be developed and improved
7. Listen to the tone of voice of the client and their body language, especially facial expressions
8. 55% of the message the client is sharing is in their body language
9. 38% of the message is in the tone of voice
10. When consulting with clients focus 100% on the client, ignore distractions and make good eye contact
11. Listening and watching the client with your full attention shows the client you care

What one action are you going to take immediately as a result of what you've learned in this lesson?